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**POPin to Test Adoption**

**PRELAUNCH COMMUNICATION**

*1-2 days prior to launch*

Introduce POPin to your participants so they know what POPin is and why they should care. Please feel free to customize the following email communication before sending it out.

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| Team,  *[One-two line description of the problem you’re using POPin to solve.]*  I would like to hear from *you* what needs to happen to make this better. Your best ideas need to be heard loud and clear, in a completely safe way.    To do this, we’re going to use an anonymous crowdsourcing tool called POPin. Please click the link below to share your anonymous feedback on the following question:  ***“If there were one thing you could suggest to improve our adoption of “X”, what would it be?”***  *[sharelink]*    Please keep this in mind as you get started:   * The first, most important step, is to give a thumbs up and/or thumbs down on the current answers. The value of this is to understand what topics all of you want to hear about. * The next step is to add your own questions/topics if they are not already listed. * While the session is running, you can POPin as many times as you want – think of this as an ongoing conversation and keep participating.   **This POPin closes on [date].** Jump in as soon as you can.  Thanks,  [signature]  --  *[et it on Google Play](https://play.google.com/store/apps/details?id=com.popinnow.gandalf&utm_source=global_co&utm_medium=prtnr&utm_content=Mar2515&utm_campaign=PartBadge&pcampaignid=MKT-Other-global-all-co-prtnr-py-PartBadge-Mar2515-1)Download the POPin app to participate in this question on the go.*  [cid:image002.png@01D1FD25.2690DBE0](https://appsto.re/us/w1iy6.i) |

**REMINDER COMMUNICATION**

Keep the conversation going by encouraging participants to rejoin the conversation.

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| Hi All,  You recently received an email inviting you to join a POPin question:  *[insert your POPin question here]*    Thank you to those of you who've taken the time to do so already. For those of you that haven’t, we would love to have everyone's insight. Do you agree or disagree with the top answers so far?    1.  2.  3.  Follow the link to get started: *[sharelink]*  Remember, your answers are completely anonymous.  Thank you! |

**FOLLOW-UP COMMUNICATION**

It’s best practice to close the loop with sending an email to the participants along with the results letting them know they were heard and what you’re going to do with the results.

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| Team,    We appreciate your participation in the POPin question. It was very exciting to witness the enthusiastic feedback and contribution from you.  **Thank you!**    We’re going to review and take action on your responses where applicable, and look forward to hearing from you in future POPin questions!  Thanks again,  [signature] |

***Pro Tip:*** Plan to follow this message within one-two weeks directly addressing the feedback provided. Not sure where to start analyzing your results? Check out this one pager. (link to analyzing your results datasheet)